

Spokane County
Quit Line Data Summary
 July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 403	N = 3,906
Percent of Statewide Calls	12.4%	100.0%
Percent of State Population in County¹	7.1%	100.0%
	County %	State %
Gender	N = 400	N = 3,543
Female	63.3%	61.4%
Male	36.7%	38.6%
Race/Ethnicity	N = 375	N = 2,967
People of Color	10.9%	15.6%
White	89.1%	84.4%
Age	N = 389	N = 3,091
Less than 18 years old	2.8%	2.0%
18 - 24 years old	18.3%	14.9%
25 - 34 years old	24.4%	22.9%
35 - 44 years old	25.2%	25.8%
45 years and older	29.3%	34.3%
Education	N = 375	N = 3,038
Did not graduate high school	20.0%	16.6%
High school graduate	25.9%	31.8%
Some college/vocational school	42.4%	38.6%
College graduate	11.7%	13.0%
Caller Type	N = 382	N = 3,409
General Information	5.8%	13.2%
Health care provider	2.6%	2.9%
Tobacco user	91.6%	83.9%
Payer Type	N = 273	N = 2,235
Insured	39.6%	43.4%
Uninsured	23.1%	23.8%
Medicaid	37.4%	32.7%
Heard About	N = 358	N = 2,881
Past caller	17.6%	17.4%
Employer/worksites	0.8%	0.7%
Health care provider	19.3%	19.6%
Television	31.0%	23.9%
Outdoor advertisement (billboard/bus/wall)	7.5%	7.0%
Targeted mailing	0.3%	0.6%
Great Start	0.3%	0.3%
Radio	0.3%	1.9%
Newspaper/Magazine	0.8%	1.1%
Brochure/Newsletter	3.4%	4.9%
Family or friend	17.3%	18.8%
Health Department	1.4%	3.0%
School	0.0%	0.6%